



February 12, 2015

Dear Kim Spink,

On behalf of the *One & Only Campaign* and the Safe Injection Practices Coalition, welcome! We are thrilled to be collaborating with you to enhance the Alaska Department of Health and Social Services' existing efforts to raise awareness about the importance of safe injection practices.

To help jump-start your participation in the *One & Only Campaign*, attached are sample communication materials that can be used both right away and over time to announce your involvement in the Campaign. These materials and tools will help you share why injection safety continues to be an important issue for providers and patients, and we encourage you to tailor these materials as appropriate. They include:

- Web and email messages to your leadership and stakeholders announcing *One & Only Campaign* membership
- Web button HTML code and image to add to your website
- Social media posts announcing our collaboration and sharing key messages
- An article about injection safety that could be shared in a newsletter or blog post

Our goal is to provide you with information that is relevant, easy to use, and scientifically accurate. Moving forward, we will continue to share new communication products as they are available. Please be sure to connect with us via social media, the *One & Only Campaign's* email listserv, Weekly Digest, RSS feed, GovDelivery, or in other ways so you can stay up-to-date on all of our communication messages and materials.

Thank you for your commitment to promoting safe injection practices! Please let us know if you have any questions, comments, or feedback.

Sincerely,

**Jennifer Mitchell, MPH, CHES**

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## Sample Web Announcement

Title: [ORGANIZATION NAME] joins forces with the CDC's *One & Only Campaign*

We are proud to announce that [ORGANIZATION NAME] has recently become a member of the *One & Only Campaign*, a public safety campaign to promote safe injection practices in all healthcare settings. By teaming up with the Safe Injection Practices Coalition, we're joining professional groups, healthcare systems, provider groups, private companies and others dedicated to raising awareness of the importance of injection safety. [Click here](#) to learn more and download materials.

## Sample Email Announcement

Title: [ORGANIZATION NAME] joins forces with CDC's *One & Only Campaign*

We are proud to announce that [ORGANIZATION NAME] has recently become a member of the *One & Only Campaign*, a public safety campaign to promote safe injection practices in all healthcare settings. By teaming up with the Safe Injection Practices Coalition, we're joining professional groups, healthcare systems, provider groups, private companies and others dedicated to raising awareness of the importance of injection safety.

While patient protection is a priority and injection safety is critical to our work, unsafe injection practices still happen. In fact, more than 150,000 people have been impacted by dozens of *preventable* outbreaks of hepatitis B, hepatitis C or HIV over the last decade, due to unsafe injection practices. Some of these outbreaks involved healthcare providers reusing syringes, resulting in contamination of medication vials or containers that were used then on subsequent patients.

The *One & Only Campaign* seeks to eradicate outbreaks from unsafe injection practices by empowering patients and healthcare providers to insist on nothing less than One Needle, One Syringe, Only One Time for every injection. Since 2009, the campaign has developed materials for providers – including a [clinician toolkit](#), [checklist](#), [infographic](#), and [video](#) – and has participated in national and state meetings and conferences to raise awareness of the CDC guidelines for safe injection practices.

As a member of the *One & Only Campaign*, we look forward to continuing to share the latest information and tools with you on injection safety. [Click here](#) to learn more about the campaign and to download free materials.



Follow us: @InjectionSafety


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Website: [ONEandONLYcampaign.org](http://ONEandONLYcampaign.org)



## Web Button

Web buttons share health messages and information online. The graphic elements usually include an image, a short message, and a link for more information. To use, simply copy and paste the code next to the button you selected to embed the button and link on your website, social network profile, or blog. Email [InjectionSafety@cdc.gov](mailto:InjectionSafety@cdc.gov) if you would like a different image size.

Button	Code
	<p>Copy this code for the "One &amp; Only Campaign" Button (120x120)</p> <pre>&lt;a href="http://www.oneandonlycampaign.org/?s_cid=ncezid-dhqp-injectionsafety-002" title="One Needle, One Syringe, Only One Time. Safe Injection Practices Coalition."&gt;&lt;img src="http://www.cdc.gov/injectionsafety/images/buttons/O&amp;OlogoLearnMore_120x120.jpg" style="width:120px; height:120px; border:0px;" alt="One Needle, One Syringe, Only One Time. Safe Injection Practices Coalition." /&gt;&lt;/a&gt;</pre>

## Sample Social Media

### New Member Tweets

- Excited to be the newest member of the *One & Only Campaign*, focused on #injectionsafety and eradicating outbreaks <http://bit.ly/cOlcul>
- #injectionsafety is important to protect providers and patients, that's why we're joining forces with @CDC's *One & Only Campaign*
- Check out the *One & Only Campaign* website to get all your Qs answered about #injectionsafety and best practices <http://bit.ly/cOlcul>

### New Member Facebook Posts

- We're proud to announce we recently became a member of the [One & Only Campaign](#), promoting safe injection practices to eradicate disease outbreaks and protect patients and clinicians. Outbreaks from bloodborne pathogens still happen today, learn why: <http://bit.ly/cOlcul>
- As the newest member of the *One & Only Campaign*, we want to remind all clinicians and members to follow CDC guidelines. 1 Needle + 1 Syringe + 1 Time = 0 Infections. No exceptions. Learn why: <http://1.usa.gov/OA1AQF>



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## Sample Injection Safety Article

### Outbreaks Happen, with Devastating Consequences

For most providers, administering an injection safely is a routine procedure. However, CDC continues to learn of and report on outbreaks where providers thought they were doing everything right—but were in fact putting their patients at risk for infection by incorrectly administering sedatives, anesthetics, or IV medications.

The scope of the problem is more significant than you may think. In the last 10 years, more than 150,000 patients have been alerted to seek testing after potential exposure to bloodborne pathogens—including hepatitis B, hepatitis C and HIV. In the worst cases, patients were infected and suffered greatly; clinics were closed and legal action was taken. **[Option to insert relevant example to your audience here]**. However, even if most providers take the right steps to safely prepare and administer injections, the few who do not can put everyone else at risk of infection.

Unsafe injection practices often occur when a provider takes a shortcut to save time or stretch supplies, such as re-using syringes or using single-dose vials for more than one patient. Once a syringe and a needle are used both are contaminated and must be discarded; the same is true for the contents of a single-dose medication vial or IV bag. Though medications are costly and supplies can run low, saving medications by using a single-use vial for more than one patient is simply not worth the risk to patient safety.

### Injection Safety is Every Provider's Responsibility

It is a provider's responsibility to keep patients, providers, and the community safe and also minimize the risk of spreading infections when preparing and administering every injection. Remember that

- Needles and syringes are single use devices. They should not be used for more than one patient or re-used to draw up additional medication. 1 Needle + 1 Syringe + 1 Time = 0 Infections
- Single-dose vials or IV bags should not be administered to multiple patients
- Multi-dose vials' use should be limited, and dedicate them to a single patient whenever possible.

In addition, be alert of the injection safety techniques of other clinicians around you. If you see something that you know compromises patient safety, speak up. Talk to that clinician or to a supervisor—because the mistakes of a few can put everyone at risk.

Recently **[ORGANIZATION'S NAME]** joined the *One & Only Campaign*, a public safety campaign led by the CDC Foundation and the Safe Injection Practices Coalition (SIPC). The Campaign offers a wide array of evidenced-based information about safe injection practices on its [website](#) where you can also watch videos, download safety presentations and printable materials like the [Healthcare Provider Toolkit](#).

It's up to all of us to follow safe injection practices. Every patient deserves the protection of one needle and one syringe, only one time.

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